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[0007] As described in the foregoing, according to the first embodiment of the present invention, the user having the personal digital assistant 3 can simply designate desired information with a remote control or the like while viewing a television screen or the like, download the information to the personal digital assistant, and receive an information service in a convenient state. The information can be received at high speed because it uses broadcast data, and the user can quickly obtain the information. On the other hand, the information provider can also create a new market for information products relatively easily. That is, according to the first embodiment, the information provider has some advantages: (1) delivery charges for delivering media such as a CD-ROM can be saved, (2) time and labor required for collection such as sending of a bill can be conserved, and (3) commercialization is easily realized even with a little capital and a new market is easily created. On the other hand, the user has some advantages: (1) specific contents and selling points can be accurately grasped by screen display, and his/her favorite information can be selected, expanding the range of options of information, (2) the information after the selection is also instantaneously transferred by high-speed data transfer of a data broadcast so that the information can be quickly obtained without

waiting time, and (3) middlemen corresponding to wholesalers or the like in normal products can be prevented from being mediated so that information can be reliably obtained at low cost.

[0008] Fig. 3 illustrates the flow of operations in the first embodiment of the present invention.

(1) First step

Information is obtained and managed in the data center 4 on the transmission side.

(2) Second step

The managed information is transmitted as a data broadcast from the data broadcasting center 5 through the relay satellite 6.

(3) Third step

The transmitted broadcast information is received by the information receiving means 1 within the office 13 on the receiving side.

(4) Fourth step

The received information from the information receiving means 1 is captured in the personal digital assistant 3 and displayed on the image display means 2.

(5) Fifth step

The personal digital assistant 3 transmits a designation signal for designating the information selected out of the received information displayed on the image display means 2 to the data center 4 through the information receiving means 1 and the network 8.

(6) Sixth step

The data center 4 transmits key data for information

decoding to the information receiving means 1 through the network 8 after receiving the designation signal while calculating a transmission fee and charging the transmission fee to the receiving side.

(7) Seventh step

A decoded information body is captured in (downloaded to) the personal digital assistant 3. The selected information designated on the side of the personal digital assistant 3 is provided toward the personal digital assistant 3 from the data center 4 through the foregoing steps (1) to (7).

Fig. 4 is a block diagram illustrating a second embodiment of the present invention. The second embodiment is an example of a case where information is sold at retail by information receiving means. In Fig. 4, reference numeral 39 denotes an information retailer such as a convenience store, reference numeral 201 denotes information receiving means that can sell information at retail, and reference numeral 60 denotes accounting specifying means. The other configuration is substantially the same as that shown in Fig. 1. The same constituent portions as those shown in Fig. 1 are assigned the same reference numerals. The information receiving means 201 receives information from a relay satellite 6 through an antenna 7 and transfers data to a personal digital assistant 3 while the accounting specifying means 60 specifies a fee involved in the transferred data for a user of the personal digital assistant 3 and collects the fee from the user. According to the second embodiment, the user need not have his/her own

information receiving device but may have the personal digital assistant 3. The information retailer 39 can enlarge a product line-up to increase sales even if a physical space such as display shelves is small. The other effects are the same as those in the first embodiment.

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